

# COLLOQUY<sup>®</sup>

The Art and Science of Changing Customer Behavior

Contact: Will Sikes, Public Relations, 513.231.5115 [will.sikes@colloquy.com](mailto:will.sikes@colloquy.com) or  
Tim Sansbury, [tim@jzmcbride.com](mailto:tim@jzmcbride.com)

## **Top 10 Tips To Save Holiday Green Using Reward Points, Airline Miles**

COLLOQUY Releases Loyalty Rewards Playlist To Ease The Squeeze On Your Wallet

CINCINNATI (November 26, 2007) – Loyalty marketing expert COLLOQUY released today the *Top 10 Holiday Tips To Save Money Using Customer Rewards Programs* just as the holiday shopping season kicks into full gear.

With North Pole-like prices for gasoline, home heating oil and food, the troubling housing market and recently slumping stock market, Americans who have signed up for 1.3 billion memberships in customer loyalty programs may be looking for help from someone other than Scrooge. Redeeming rewards saves money and allows consumers to take advantage of early discounts, get a better selection and avoid the last-minute crowds.

So, let it snow points, miles and cash-back incentives. “Since 2000, U.S. customer rewards program membership in the retail sector has exploded to over 137 million,” said COLLOQUY Director Kelly Hlavinka. “The breadth of retail stores offering programs is expanding—earning points and redeeming rewards for gifts this year is easier than ever.”

COLLOQUY’s seasonal playlist reveals the *Top 10 Holiday Tips To Save Money Using Customer Rewards Programs*:

Track #10 – “It’s The Most Wonderful Store Of The Year”

One-stop-shop to maximize rewards earning. Consolidate holiday shopping to one retailer with a great rewards program.

Track #9 – “Two Turtle Doves” Are Better Than One

Double-dip to accumulate points. Use a rewards credit card at merchants that also have their own loyalty programs.

Track #8 – More Ways To Get “Home For The Holidays”

Combat high gas prices. Frequent flier miles are an excellent way to bring the family together without breaking the bank.

Track #7 – Secret “Santa Baby”

Reward points are unexpected gifts, a secret stash, and often a forgotten currency. Use them instead of cash to buy gifts. COLLOQUY research found that more than 25% of loyalty program participants reported zero redemptions over the past 12 months, suggesting that there are millions of points sitting in accounts ready to be redeemed.

Track #6 – “Silver and Gold” (And Green)

Get in the spirit of giving. Many programs allow points to be used as gifts to pro-environmental causes and as donations to other charitable organizations.

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## Track #5 – “Jingle Bell (Soft) Rock”

Take advantage of a program’s soft benefits. Often members enjoy extended shopping hours, reduced shipping costs and other benefits not available to non-members. Almost 62% of U.S. loyalty participants rank the availability of soft benefits in a reward program as “extremely important,” according to COLLOQUY research.

## Track #4 – “Silent Night” On The Town

Treat the family to night on the town. Many programs offer great entertainment options like concerts and plays for redemption.

## Track #3 – “What Card Is This?”

Open a store credit card. They often have a great rewards program that will provide instant savings and extra perks for your holiday season. And don’t forget that card you opened and forgot about. Take it back out of the drawer, there may be some unused points you can redeem for that perfect stocking stuffer.

## Track #2 – “Angels We Have Bought On-Line”

Time is money—save them both. Many retailers let you earn no matter how you shop. These multi-channel programs give points not only for in-store purchases, but also for timesaving shopping methods like catalogues and online stores.

## Track #1 – “Have Yourself A Merry Little” Purchase

Don’t forget to pamper yourself. Use points to select that perfect “from me, to me” gift, from spa packages to a new set of golf clubs. COLLOQUY research shows that 9 out of 10 U.S. redeemers reported themselves as the primary beneficiary of their redemption event, so don’t feel bad about treating yourself.

COLLOQUY’s loyalty research in 2007, *“Sizing Up The U.S. Loyalty Marketing Industry,”* revealed that U.S. membership in customer loyalty programs stands at a remarkable 1.3 billion. The average U.S. household belongs to approximately 12 different rewards programs. There’s no better time than the holidays to begin cashing in unused points and airline miles for well-deserved rewards.

## About COLLOQUY:

COLLOQUY comprises a collection of resources devoted to the global loyalty-marketing industry. The flagship resources are COLLOQUY Consulting, a loyalty consulting practice, COLLOQUY®, a magazine serving the loyalty-marketing industry since 1990, COLLOQUY.COM, the most comprehensive loyalty web site in the world, and COLLOQUY’s Research and Education divisions. Together they provide a worldwide audience of 28,000+ marketers with consulting, news, editorial, educational and research services across all industries and around the globe. COLLOQUY magazine and email subscriptions are available at no cost to qualified persons at [www.colloquy.com](http://www.colloquy.com) or by calling 513-248-9184.

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